

Product Docs

There are a few key elements to learning Marketo. Learn these and you'll be halfway to mastering Marketo.

Core Concepts

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Email & Mobile

Marketo has tons of great tools to let you communicate fluidly with your audience.

Demand Generation

Make landing pages with custom forms & social widgets.

Personalization

The more individualized the marketing, the more likely they will be to respond.

Reporting

Actionable insights. You can even have item delivered right to your inbox.

Administration

If you are in the admin club, here is everything you need to know.

Additional Apps

Lead management isn't the only thing we're good at.

CRM Sync

This is where the magic happens.